

00412102

From: Burrue1, Rene [Burrue1.Rene@mbco.com]
Sent: Monday, October 27, 2003 9:01 AM
To: 'nprm@ttb.gov'
Subject: FW: Your assistance is needed TODAY

Importance: High -----Original Message-----

From: E-mail from Mike Jones Sent: Tuesday, October 21, 2003 11:26 AM
To: DL MBC Miller Employees; DL MBC Miller Consultants
Subject: Your assistance is needed TODAY
Importance: High

Your assistance is requested...TODAY!

We need you to write a letter via e-mail to the federal agency that regulates alcohol policy. This should only take a minute of your time. We anticipate that Anheuser-Busch and Coors will be sending a similar request to their employees, and we hope that Miller employees will heed this call to action.

Today is the last day to submit a letter to support a proposed rule that preserves the integrity of beer. BACKGROUND

The U.S. Treasury's Tax and Trade Bureau is currently assessing changes to regulations concerning flavored malt beverages. This proposed rule was the result of numerous requests by state regulators and consumer groups who questioned whether FMBs should be regulated as malt beverages or hard liquor. The proposed rule stipulates that FMB products, just like all other malt beverage products, must derive the vast majority of its alcohol from the fermentation process. Only .5% of a FMB's alcohol can come from flavorings containing alcohol. In other words, if a FMB product is to be sold as a malt beverage, it should be made as a malt beverage according to traditional brewing methods and processes.

Miller supports this proposed rule and believes that TTB proposal is an important clarification of federal alcohol beverage categories established to maintain an orderly US marketplace and preserve the distinction between malt beverages and hard liquor. The proposed standard ensures product integrity, preserves longstanding distinctions imposed on beer, wine and spirits, and provides a uniform and consistent classification system on which states, manufacturers, wholesalers, retailers and consumers can rely. Without a national standard rooted in existing law and regulation, manufacturers, retailers, and wholesalers will face a potential for a patchwork of individual state laws and regulations where the same product may ultimately be sold as a "beer" in one state and as a "hard liquor" in another...in fact, we are already seeing this possibility in the state of Nebraska.

If you have questions regarding this request, please contact Dwayne Kratt at ext. 3783. Thank you for your help.

WHAT WE NEED YOU TO DO TODAY!

* Please cut and paste this email address into a new e-mail message (don't forward this note): nprm@ttb.gov <mailto:nprm@ttb.gov> * Cut and paste the information for the subject line and place that into your new email message: SUBJECT LINE: Reference TTB Notice No. 4

* Please copy the letter (below) and paste it into the new email message.

* DO NOT FORWARD THIS EMAIL WITHOUT ERASING THE EXPLANATION MESSAGE!

AGAIN...Today is the last day to do this...please SEND this message TODAY!

SAMPLE LETTER:

Dear Sir or Madam:

As an employee of Miller Brewing Company, I am writing to express my support for the TTB'S proposed rulemaking for flavored malt beverages which preserves the integrity of beer.

I believe the TTB's action is an important clarification that ensures that if a FMB product is to be sold as a malt beverage, it should be made as a malt beverage according to traditional brewing methods and processes.

If your rule is adopted, consumers will still be able to enjoy FMB products and wholesalers and retailers to will continue to be able to distribute, sell and market flavored malt beverages as they do today.

However, absent your new standard, brewers, retailers, and wholesalers will face a potential for a patchwork of individual state laws and regulations where the same product may ultimately be sold as a "beer" in one state and as "hard liquor" in another...in fact, I understand that we are already seeing this kind of situation in the state of Nebraska and will almost certainly see this situation in several other states.

Thank you for this opportunity to offer my support for your proposed FMB rule preserving the unique differences and integrity of beer. Sincerely,

sign your name